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Note for Neidle, Bruce

From: Mortensen, Jim

Date: Mon, Apr 14, 1997 2:44 PM

Subject: QT thinking

To: Bonhomme, Jeanne; Goldfarb, Arthur; Neidle, Bruce

Cc: Fuller, Stuart; Hadel, Linda; Hopkins, Barry; Johnson, Craig; Priddy, Robert; Rice, Lisa

Bruce/Arthur/Jeanne

Quik Trip is an MPL4 Retail Masters account that we are concerned might consider re-signing RM to a lower level and joing with a competitor in the future.

We want to convince them that MPL4 is the place to be and that no one knows more about the category than PM.

I'd like to meet this week to begin discussions on how we can prove it. To start, I'd like to be able to provide QT a thorough overview of the business. Things like...

- show stores where they are doing well
- show stores where they are not doing well
- provide ideas as to why stores are doing well/not well
- thoughts on how we might use demographic and clustering data to improve inventory and promotional performance by store.
- provide overview of tradeclass and consumer research that we have that would benefit QT.
- other ideas

Lisa Rice will call you to set up an hour later this week.

Jim

Spark c-str. c-str. qr

Tulsa
St Louis
Atlanta

49099

051538

Total VS ✓
R2 ✓
R3 /
Tulsa X 31
Des Moines ✓
Wichita X 3KO
KC
St. Louis ✓
Atlanta /

Source: https://www.industrydocuments.ucsf.edu/docs/tqfy0004

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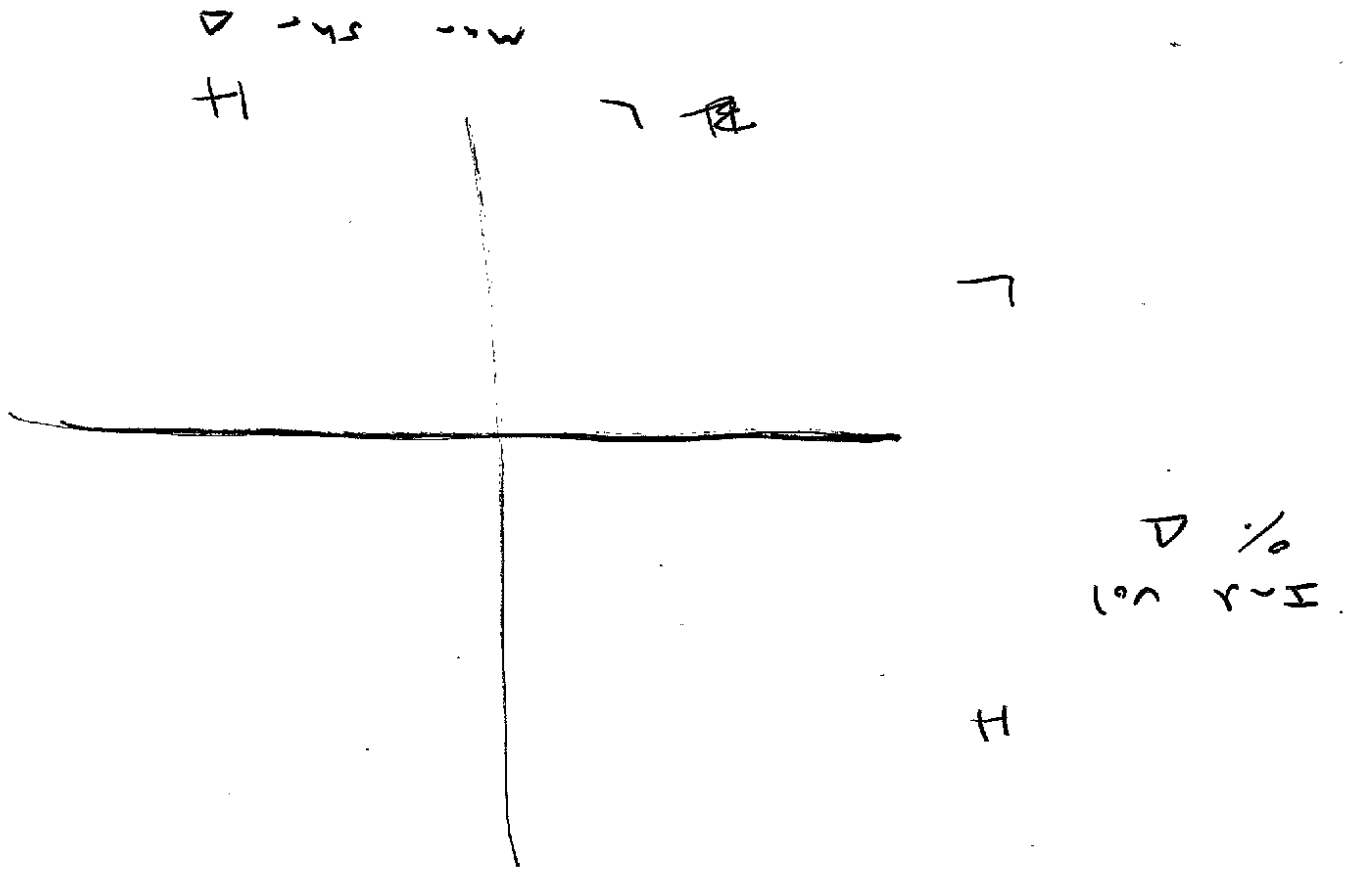

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